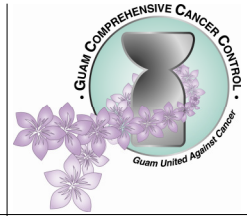


# Comp Cancer News



Volume 2, Issue 3  
January – March 2010

## Coalition Unites Against Tobacco

On February 5, 2010, Governor Felix P. Camacho signed PL 30-80 into law. Public Law 30-80 increases the tax on all tobacco products and allocates funds to be used for tobacco prevention and cessation services. Tobacco control advocates joined Governor Camacho and Lt. Governor Cruz to witness this historic occasion.

The approved increase will triple the tax from \$1 to \$3 per pack for cigarettes and includes provisions for increases for all forms of to-

bacco products. PL 30-80 also provides measures to ensure monies collected from the tobacco tax are used to support tobacco prevention programs, medical care (at Guam Memorial Hospital) and the maintenance of the Guam Cancer Registry.

Additionally, PL 30-80 provides for the creation of the Guam Cancer Trust Fund, "which shall be used to provide financial assistance to organiza-

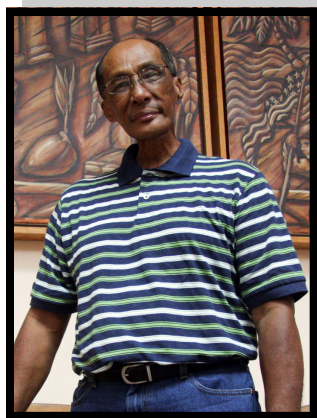
tions that provide patient directed services for the prevention of cancers, its treatment, diagnosis, and other services that may be required to access treatment, including, but not limited to, off-island transportation and temporary housing." The new law went into effect on April 6, 2010.



*Coalition members & tobacco control partners witness the signing of Public Law 30-80.*

## A Survivor's Story... Fred Tyquiengco

In 1964, a young Fred Tyquiengco was drafted into the Army. While waiting to attend basic training, Fred began experiencing double vision, nosebleeds, and headaches. He was 21 years old. It was August 1964 when Fred went to the US Naval Hospital for a check-up, where doctors suspected he might have epilepsy or gonorrhea; but numerous tests, such as spinal taps, were inconclusive.



Fred was released from the USNH in January 1965, when he decided to seek medical care off-island on his own. Fred traveled alone to a hospital in Salinas, California, and was subsequently referred to Stanford Hospital where he was diagnosed with nasopharyngeal

cancer, received radiation therapy three times a week for several weeks, and was enrolled in a cancer research grant. This helped to pay for the services Fred received. Fred did not have any family with him, but was okay because he was "there for a reason." Fred ended up staying in California, working at the hospital until 1969.

Upon his return to Guam, Fred worked in the Respiratory Department at Guam Memorial Hospital, until he was forced to retire when he began to lose his vision in one eye. Although cancer has changed his life, Fred handles things well. He is not able to eat hot or spicy foods

anymore and he can't have shellfish. Fred takes pain killers as needed and other medicines as prescribed. Fortunately for Fred, the research grant he enrolled in at Stanford Hospital has continued to provide him with medical care at no cost. In fact, Fred will be returning to Stanford in a few weeks for an evaluation. This is a great help because as a government of Guam retiree, there is only one medical insurance provider, so he has no choice in coverage, and that is a challenge.

A 45 year cancer survivor, Fred encourages all newly diagnosed cancer patients and other cancer survivors to "be tough – face it." In his quiet manner he says, "Don't be ashamed. Only you can maintain your pain, good heart... strength." Fred also encourages patients not to be afraid to look for a good doctor and not to let their medical insurance limit them.

### This Quarter's Featured Cancer Data

#### Top 5 Leading Sites of Cancer Deaths for Males, Guam: 2003-2007

Lung & Bronchus: 32.1%  
Prostate: 13.4%  
Colon & Rectum: 11.4%  
Liver: 9.1%  
Nasopharynx: 3.4%

#### Top 5 Leading Sites of Cancer Deaths for Females, Guam: 2003-2007

Lung & Bronchus: 23.1%  
Breast: 20.3%  
Colon & Rectum: 11.4%  
Cervix: 5.3%  
Non-Hodgkin Lymphoma: 3.9%

*Source: Guam Cancer  
Facts & Figures  
2003-2007*



### Inside this issue:

Colorectal Cancer Awareness Month	2
Nutrition and Physical Activity Conference	2
Projected Annual Revenue from Increased Tobacco Taxes	3
Relay For Life	4
National Cancer Survivors Day	4

## Strengthening Partnerships... Growing Stronger

The Coalition welcomes renewed and newly recruited members who have joined us in the fight against cancer:

- ◆ *Renata Bordallo, Data/Research Action Team ~ Renata is the newly hired Data Technician at the Guam Cancer Registry.*
- ◆ *Tina Clay, Data/Research and Survivorship Action Teams ~ Tina is a University of Guam Health Sciences Student.*
- ◆ *Ruth Leon Guerrero, Prevention Action Team (Tobacco Control) ~ Ruth is employed with the Department of*

*Labor.*

- ◆ *Patrick Luces, Prevention Action Team (Nutrition & Physical Activity) ~ Patrick is the Program Coordinator for the Department of Public Health & Social Services' (DPHSS) Diabetes Prevention & Control Program. He is also the current Chairman of the Pacific Chronic Disease Coalition.*
- ◆ *Melani Montano, Data/Research Action Team ~ Melani is the Data Collection Specialist for the Pacific Cancer Registry.*
- ◆ *Paul Nededog, Prevention Action Team ~ Paul is employed with the*

*Department of Education, Curriculum & Instruction Division.*

- ◆ *Alyssa Uncangco, Data/Research Action Team ~ Alyssa is the newly hired Program Coordinator for the DPHSS' Behavioral Risk Factor Surveillance Survey Program.*
- ◆ *Dr. Helen Whippy, Prevention, Screening/Early Detection, Data/Research, and Policy/Advocacy Action Teams ~ Dr. Whippy is the Senior Vice President of Academic & Student Affairs and the Principal Investigator of the Cancer Research Center at the University of Guam .*

## Colorectal Cancer Awareness Month



March is national colorectal cancer awareness month and as part of the American Cancer Society Guam Field Office's awareness efforts, Dr. Mark Clanton, Chief Medical Officer of the American Cancer Society High Plains Division visited Guam. While Dr. Clanton was on Guam, he presented before the

Guam Medical Association on Friday, March 12, 2010, providing information regarding colorectal cancer screening guidelines for medical professionals. Dr. Clanton also shared information with the community during two different community presentations -- one highlighting "nanotechnology" and the future of cancer research and the final presen-

tation focused on colon cancer awareness and screening for the community.



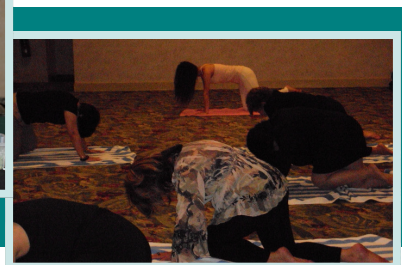
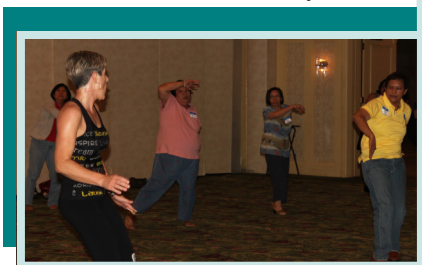
*Dr. Clanton speaks on nanotechnology.*

## Nutrition & Physical Activity Conference

Did you know that eating a well-balanced diet, low in red and processed meats and being physically active can reduce your risk of developing diabetes, cancer and other chronic diseases? To celebrate National Nutrition Month in March, the Department of Public Health and Social Services along with community partners American Cancer Society,

Strides for the Cure, and the Pacific Daily News, hosted "Nutrition From the Ground Up" -- a two day nutrition and physical activity conference aimed at increasing awareness in the community of the importance of proper nutrition and regular physical

activity. Conference participants were treated to information on the "Power of First Class Food," live cooking demonstrations, information on how to start a mini-edible garden at home and interactive physical activity sessions like taebo, zumba, yoga and ballroom dancing.



See Page 1 for more information on Guam's Tobacco Control Efforts



## NEW REVENUES, PUBLIC HEALTH BENEFITS & COST SAVINGS FROM A \$1.00 CIGARETTE TAX INCREASE IN GUAM

**Current state cigarette tax: \$1.00 per pack**

**New Annual Revenue from Increasing the Cigarette Tax Rate by \$1.00 Per Pack: \$1.6 million**

Projected new revenue equals the amount of additional new revenue over the first full year after the effective date of the rate increase, above what would have been received absent any rate increase. Guam will collect less new revenue if the rate increase is not applied to all cigarettes in wholesaler and retailer inventories on the effective date, as is standard practice in most U.S. states.

<b>Projected Public Health Benefits from the Rate Increase</b>	
<b>Percent decrease in youth smoking:</b>	<b>19.3%</b>
<b>Kids in Guam kept from becoming addicted adult smokers:</b>	<b>2,800</b>
<b>Current adult smokers in Guam who would quit:</b>	<b>1,300</b>
<b>Guam residents saved from premature smoking-caused death:</b>	<b>1,100</b>
<b>5-year health savings from fewer smoking-caused heart attacks &amp; strokes:</b>	<b>\$0.9 million</b>
<b>Long-term health savings in Guam from adult &amp; youth smoking declines:</b>	<b>\$61.4 million</b>

- These projections incorporate the effect of both ongoing background smoking declines and the continued impact of the 61.66-cent federal cigarette tax increase (effective April 1, 2009) on prices, smoking levels and pack sales.
- Tax increases of less than roughly 20 cents per pack or 10% of the average pack price do not produce significant public health benefits or cost savings because the cigarette companies can easily offset the beneficial impact of such small increases with temporary price cuts, coupons, and other promotional discounting. Splitting a tax rate increase into separate, smaller increases in successive years will similarly diminish or eliminate the public health benefits and related cost savings (as well as reduce the amount of new revenues).
- To maximize revenues, public health benefits, and cost savings (and promote tax equity), Guam should set its tax rates on other tobacco products (OTPs) to equal the new cigarette tax rate. Equal tax rates ensure that the territory will not lose revenue each time a smoker switches from cigarettes to cigars, RYO, or smokeless. To parallel the new cigarette tax rate, the territory's new OTP tax rate should be set at a percentage of the wholesale price with minimum tax rates for each major OTP category linked directly to the territory's cigarette tax rate on a per-package or per-dose basis.
- Ongoing reductions in Guam's smoking levels will, over time, gradually erode cigarette tax revenues (in the absence of any new rate increases). But those declines are more predictable and less volatile than many other revenue sources, such as income tax or corporate tax revenues (which can drop sharply during recessions). In addition, the smoking declines that reduce tobacco tax revenues will simultaneously produce much larger reductions in government and private sector smoking-caused costs.

Projections are based on research findings that each 10% cigarette price increase reduces youth smoking by 6.5%, adult rates by 2%, and total consumption by 4% (adjusted down to account for tax evasion effects). Revenues still increase because the higher tax rate per pack will bring in more new revenue than is lost from the tax-related drop in total pack sales. These projections are fiscally conservative because they include a generous adjustment for lost pack sales (and lower net new revenues) from possible new smuggling and tax evasion after the rate increase and from fewer sales to smokers or smugglers from other areas. Kids stopped from smoking and dying are from all kids alive today. Long-term savings accrue over the lifetimes of persons who stop smoking or never start because of the rate increase. All cost and savings in 2004 dollars. Projections will be updated when new relevant data or research becomes available.

**For more on sources and calculations, see <http://www.tobaccofreekids.org/research/factsheets/pdf/0281.pdf>  
More information available at <http://tobaccofreekids.org/research/factsheets/index.php?CategoryID=18>**

Campaign for Tobacco-Free Kids 11.16.09 / Ann Boonn & Eric Lindblom, December 11, 2009



## Supporting the American Cancer Society's Relay For Life

Guam Comprehensive Cancer Control (CCC) Partners are pleased to support the American Cancer Society's (ACS) Relay For Life 2010, on May 28 (7pm) to 29 (7am) at the GW Field. This is the 3rd year that CCC partners have joined together as the Mission Activities Committee.

The Mission Committee is led by the DPHSS Division of Public Health Cancer Programs: Comprehensive Cancer Control, Breast & Cervical Cancer Early Detection

and Cancer Awareness & Prevention Programs. Other members of the Mission Committee include DPHSS' Diabetes Prevention & Control, Health Education, and Behavioral Risk Factor Surveillance Survey Programs; Medical Social Services, and partners from GUAHAN Project and University of Guam's Health Science Student Organization.



To help keep the Relay Spirit alive throughout the night, the Mission Committee is looking forward to team

competitions like the cheering contest, musical chairs scavenger hunt, and a tent decorating contest, to name a few. Throughout the night a Mission Mobile will be circling the track quizzing "Relayers" on ACS services and cancer facts, with prizes for correct answers! Kids will have a great time "Fishing for a Cure" and coloring books... and UOG Health Science Students will provide health assessments for adults.

Sound like fun? It is! ... and there are many more Relay activities planned for that night — so come out & join us!

### June 6th is National Cancer Survivors Day

While you are reading this message, someone will be diagnosed with cancer. From the moment of diagnosis, every cancer patient is a survivor. Survivors are people of all races and income levels; they're little children, moms, and grandparents; they're our coworkers, friends, and loved ones. National Cancer Survivors Day, June 6, is their day to celebrate life, and to honor caregivers and medical professionals who are helping in the battle against cancer. *Take a moment on this day to remember the cancer survivors in your life.*

**Honor cancer survivors in your life by living a healthy lifestyle. Consult with your doctor about recommended cancer screening. Eat at least 5 servings of fruits or vegetables every day. Exercise at least 30 minutes a day, five days a week. Quit using tobacco products. Call 1-800-QUIT-NOW. It's free!**

For more information about cancer, visit the American Cancer Society website at [www.cancer.org](http://www.cancer.org); the National Cancer Institute at [www.cancer.gov](http://www.cancer.gov); the Lance Armstrong Foundation at [www.laf.org](http://www.laf.org); and the U.S. Centers for Disease Control & Prevention at [www.cdc.gov/cancer/survivorship](http://www.cdc.gov/cancer/survivorship)

### Live Healthy Guam!

#### Join our Coalition...

The Guam Comprehensive Cancer Control (CCC) Coalition is a diverse group of public and private sector stakeholders and individuals whose collaborative work identifies ways to reduce the burden of cancer and eliminate gaps in cancer services in Guam. The success of the Coalition and the implementation of the Guam CCC Plan depend on the commitment and involvement of a broad spectrum of organizations and partners who are willing to share their expertise, resources and experiences with one another. As a member of the Coalition, you will:

- be involved with developing, enhancing, and supporting cancer programs and services;

- advocate for and support cancer survivors and their families; and
- network with others in the community that share a strong interest in cancer and access cancer-related resources and information.

**For more information about Guam Comprehensive Cancer Control, contact Cerina Mariano at:**

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### Save the Date!

American Cancer Society's  
Relay For Life  
7pm, May 28 to  
7am, May 29, 2010  
at G.W. Field

World No Tobacco Day is  
May 31, 2010

National Cancer Survivor's Day  
June 6, 2010

*"The people of Guam will be cancer free, embracing a healthy lifestyle and living in a healthy environment."* (Guam CCC Vision)